

Message Text

UNCLASSIFIED

PAGE 01 BONN 09346 01 OF 02 221755Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 TRSE-00 SIG-03

/028 W

-----079838 221815Z /53

R 221735Z MAY 78

FM AMEMBASSY BONN

TO SECSTATE WASHDC 8751

USMISSION USBERLIN

AMEMBASSY BERN

AMCONSUL BREMEN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMEMBASSY THE HAGUE

AMCONSUL HAMBURG

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMCONSUL MUNICH

AMEMBASSY OSLO

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

AMCONSUL STUTTGART

AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 02 BONN 09346

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJ: NEW TAILORED EXPORT MARKETING PLANS SERVICE

(TEMPS)

REF: (A) STATE 091897, (B) BONN 07574

SUMMARY

1. EMBASSY OFFERS CONSOLIDATED MISSION COMMENT ON

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 09346 01 OF 02 221755Z

REF (A) TEMPS PROPOSALS DRAWING UPON INPUTS MADE BY
CONSULATES.

(A) TAILORED USG EXPORT MARKETING ASSISTANCE WILL BE
IMPORTANT TO TWO KINDS OF US FIRMS: THE MEDIUM SIZED
OR THOSE OFFERING HIGH TECHNOLOGY GOODS OR SERVICES;

(B) ATTENTION TO TEMPS MUST NOT BE AT EXPENSE OF

EXISTING USG EXPORT PROMOTION SERVICES;

(C) MORE PRECISE FORMULATION OF POST'S ROLE IS REQUIRED (ONE MAN-DAY FOR ACCURATE COMPLETION OF POST'S TEMPS WORK IS UNREALISTICALLY LOW).

(D) TEMPS EFFORT SHOULD BE INTEGRAL PART OF BROADER USG INTERAGENCY EFFORT TO DEFINE AND FLESH OUT US NATIONAL EXPORT POLICY E.G. BY DETAILING WASHINGTON - BASED FSOS TO SELECTED TEMPS PARTICIPATING FIRMS.

ACTION REQUESTED: PLEASE SEND US INTERIM UPDATE ON TEMPS INCLUDING MORE DETAILED DESCRIPTION OF OPERATING

PROCEDURES.
END SUMMARY

2. COMMENT ONE: TEMPS MAY NOT BE FOR EVERY SIZE AND KIND OF U.S. FIRM. FIRMS WHICH ARE VERY SMALL WILL HAVE ALMOST INSURMOUNTABLE DIFFICULTIES, FOR EXAMPLE, IN FINDING SATISFACTORY A GERMAN AGENT/DISTRIBUTOR OR OTHERWISE GETTING Foothold IN GERMAN MARKET NO MATTER WHAT USG SERVICES ARE AVAILABLE. SOME WEIGHT SHOULD, THEREFORE, BE GIVEN TO SIZE OF US FIRM WHEN USDOC IS TRYING TO SIGN UP PARTICIPANTS. IT IS NOT EASY TO PICK ANY ONE CRITERION FOR SIZE BUT FOR MANUFACTURERS AT LEAST, THE MEMBER OF EMPLOYEES IS RELEVANT. MAJOR EXCEPTIONS MIGHT BE MADE FOR FIRMS
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 09346 01 OF 02 221755Z

ENGAGED IN "TARGET INDUSTRIES" OR HIGH TECHNOLOGY FIELDS.

3. COMMENT TWO: LET US NOT BECOME SO DEDICATED TO TEMPS AS TO DOWNGRADE EXISTING BUT WIDELY UNDERUSED TRADE OPPORTUNITY REPORTING PROGRAM AND AGENT

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BONN 09346 02 OF 02 221759Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-04 TRSE-00 SIG-03

/028 W

-----079867 221815Z /53

R 221735Z MAY 78

FM AMEMBASSY BONN

TO SECSTATE WASHDC 8752

USMISSION USBERLIN

AMEMBASSY BERN

AMCONSUL BREMEN

AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMEMBASSY THE HAGUE

AMCONSUL HAMBURG

AMEMBASSY HELSINKI

AMEMBASSY LONDON

AMCONSUL MUNICH

AMEMBASSY OSLO

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

AMCONSUL STUTTGART

AMEMBASSY VIENNA

UNCLAS SECTION 02 OF 02 BONN 09346

DISTRIBUTION SERVICES OR BEST PROSPECTS AND OTHER CERP
REPORTS AND CONTRACT MARKET RESEARCH STUDIES. IT MIGHT
BE PRUDENT, FOR INSTANCE, FIRST TO OFFER TO A TEMPS
CANDIDATE ONE YEAR'S FREE OR REDUCED-COST ACCESS TO THE
TRADE OPPORTUNITIES PROGRAM OR A FREE ADS SEARCH.
ONLY AFTER THESE AND OTHER EXISTING USG EXPORT PROMO
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 09346 02 OF 02 221759Z

TION TOOLS FAILED TO PRODUCE RESULTS MIGHT POSTS THEN
BE ASKED TO DO THE DETAILED AND SPECIFIC TEMP RESEARCH
INTO SALEABILITY AND DEMAND FOR THE GIVEN US COMPANY'S
PRODUCT.

4. COMMENT THREE: WE FEEL NEED FOR MORE REFLECTION
ON EXTENT POST SHOULD BECOME INVOLVED IN DEVELOPING
MARKETING STRATEGY FOR TEMPS FIRMS. SHOULD POST, FOR
EXAMPLE, IDENTIFY KEY BUYERS AND PROVIDE NAMES IN FORM
OF MARKET BRIEF TO USDOC? HOW SPECIFIC SHOULD POSTS
BE IN RECOMMENDATIONS ON DISTRIBUTION, PROMOTION AND
ADVERTISING? IN GERMANY POSTS WILL REQUIRE A DETAILED
DESCRIPTION OF PRODUCT, SLAES LITERATURE, PRICES ETC.

-- IN VOLUME AND DETAIL US FIRMS ARE OFTEN RELUCTANT

TO SUPPLY. IN ORDER TO CARRY OUT ACCURATE USEFUL MARKET SURVEY, THEREFORE, QUALITY AND QUANTITY OF POST'S INPUT WILL CERTAINLY BE GREATER THAN ASSUMED BY REF (A). WASHINGTON'S ESTIMATE OF ONE MAN-DAY PER TEMPS ACTION (INCLUDING MAN-HOURS SPENT BY FSLs, SUPERVISORS, TYPISTS AND COMMUNICATORS) IS TOO LOW. THREE MAN-DAYS PER SEARCH APPEARS MORE REALISTIC IN CASE OF GERMANY.

5. COMMENT FOUR: WE CALL ATTENTION TO OUR SUGGESTION MADE IN REF (B), PARA 13, "INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY". THERE WE MADE CONCRETE PROPOSALS ON DETAILING FSO AND OTHER USG EXPORT SPECIALISTS ON BRIEF ASSIGNMENTS TO INDIVIDUAL US FIRMS TO GIVE TAILORED COUNSEL ON EXPANDING EXPORTS. IN ADDITION TO DIRECT BENEFITS TO US EXPORTERS, SUCH FSO "EXTENSION WORK" COULD HEIGHTEN GENERAL US PUBLIC AWARENESS OF AVAILABLE USG EXPORT SERVICES.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 09346 02 OF 02 221759Z

STOESSEL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN09346
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780215-0910
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780535/aaaabdan.tel
Line Count: 197
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 24c98a99-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 91897, 78 BONN 7574
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2620949
Secure: OPEN
Status: NATIVE
Subject: NEW TAILORED EXPORT MARKETING PLANS SERVICE (TEMPS)
TAGS: BEXP, GE
To: STATE USBERLIN
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/24c98a99-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014